MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

DFB5614 – INTRODUCTION TO BUSINESS

(All sections/Groups)

7 FEBRUARY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 6 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (10 Marks)

1. _____ is referred as field of accounting concerned with external users of a company's financial information.
   A. Financial Accounting
   B. Management Accounting
   C. Public Accounting
   D. Tax Accounting

2. Soon Lee is a _____ in BQA Sdn. Bhd. She records and keys in day-to-day financial activities into the accounting system.
   A. tax broker
   B. private accountant
   C. management accountant
   D. forensic accountant

3. This particular category can or will be converted into cash within a year. This is considered as _____ in the Balance Sheet.
   A. current asset
   B. fixed asset
   C. liquidity
   D. liability

4. You are not able to touch or see the physical appearance of this item. This is a (an) _____.
   A. Financial Statement
   B. Intangible Asset
   C. Current Liability
   D. Retained Earnings

5. This financial ratio measures a company's ability to pay current debts out of current assets. This is known as_____.
   A. Earnings Per Share
   B. Leverage
   C. Revenue Recognition
   D. Current Ratio

Continued ...

6. "It is a fund of short-term, low-risk financial securities. It can be purchased with the pooled assets of investor-owners." Which of the following term is **BEST** to describe this statement?
   A. Time Deposit.
   B. Money Market Mutual Fund.
   C. Demand Deposit.
   D. Check.

7. _____ is a nonprofit, cooperative financial institution owned and run by its members, usually employees of a particular organisation.
   A. Credit Union
   B. Channel Captain
   C. Mutual Savings Bank
   D. Insurance Company

8. _____ is a bank promise, issued for a buyer, to pay a designated firm a specified amount at a future date.
   A. Letter of Credit
   B. Automated Teller Machine
   C. Electronic Funds Transfer
   D. Banker's Acceptance

9. _____ is a financial institution that buys and sells stocks and bonds both for investors and for its own accounts.
   A. Broker
   B. Finance Company
   C. Pension Fund
   D. Trust Services

10. This investment is a form of ownership that provide voting rights on the company major issues. It can be measured in terms of market value or book value. This is called as _____.
   A. common stock
   B. dividend
   C. mutual fund
   D. exchange-traded fund

(Total: 10 marks)

Continued ...

SECTION B: Structured Questions (90 Marks)

QUESTION 1

Berjaya Tioman Resort to shut down from June 15 to be redeveloped

KUALA LUMPUR (12 June 2020): Berjaya Tioman Resort's management today said that the over 50-year-old resort will cease operations from June 15, hit by the Covid-19 outbreak and to make way for a redevelopment on site. "It is with a heavy heart to announce that Berjaya Tioman Resort will cease operations with effect from June 15, 2020, due to the unprecedented Covid-19 pandemic which has adversely impacted the tourism industry. "Throughout this closure, the management will embark on a much-needed major redevelopment to revitalise the resort, which is more than 50 years old," it said in a statement.

The resort management also said that a retrenchment exercise will be carried out, where all affected employees will be fairly compensated to the tune of over RM8 million. "Upon completion of the redevelopment exercise, the management will consider offering new employment opportunities to all our affected employees," it said, and thanked them for their dedication in staying with the resort through thick and thin.

Berjaya Tioman Resort, part of the portfolio held by Berjaya Land Bhd, had been loss-making as recently as in the 14-month period ended June 30, 2019 with a pre-tax loss of RM7.4 million, on revenue of RM23.1 million or 6.5% of group top line of RM356.1 million. In Malaysia, Berjaya Land also has resorts in Langkawi, the Redang island, Bukit Tinggi, as well as hotels in parts of Asia and Europe. The group owns and operates 13 hotels and resorts locally and internationally. Berjaya Land's share price traded 0.5 sen or 2.78% lower at 17.5 sen at noon market break, valuing it at RM875.06 million. The counter has retreated by 7.89% since the start of the year.

Adam Aziz/theedgemarkets.comJune 12, 2020 14:54 pm +08. (2020, June 12). Berjaya Tioman Resort to shut down from June 15 to be redeveloped. The Edge Markets. Retrieved January 17, 2023, from https://www.theedgemarkets.com/article/berjaya-tioman-resort-shut-down-june-15-be-redeveloped

Please answer the following questions based on the article above:

(a) Based on the news above, what was the main factor that caused the closure of Berjaya Tioman Resort? (2 marks)

(b) How would this closure affect Malaysia market? State **THREE (3)** implications. (3 marks)

Continued ...

> ***"Upon completion of the redevelopment exercise, the management will consider offering new employment opportunities to all our affected employees," it said, and thanked them for their dedication in staying with the resort through thick and thin.***

(c) Based on the statement above, briefly describe any **FIVE (5)** types of incentive programs that can be adopted by the Berjaya management to motivate their staff if the resort is not closing down. (10 marks)

(Total: 15 marks)

QUESTION 2

(a) What is "Operations"? (2 marks)

(b) Differentiate between "Service Operations" and "Goods Operations". Provide **TWO (2)** examples for each. (4 marks)

(c) Layout is the physical location for machinery, equipment and service centers to respond efficiently. Explain the **FOUR (4)** types of layout planning. (8 marks)

(Total: 14 marks)

QUESTION 3

> Project schedule helps to provide coordination for completing large-scale projects. Usually, project schedule will facilitate project management.

Statement 1

(a) Based on statement 1 above, briefly describe those **TWO (2)** tools of project scheduling. (4 marks)

Continued ...

(b) Define "Just-in-Time (JIT) Production". (2 marks)

(c) Total Quality Management (TQM) includes all the activities necessary for getting high-quality goods and services into the marketplace. Explain any **FOUR (4)** tools for TQM. (8 marks)

(Total: 14 marks)

QUESTION 4

(a) Explain the **THREE (3)** categories of consumer products. Provide **ONE (1)** example for each category. (9 marks)

(b) Services require a three-part service process design. List these service process designs. (3 marks)

(c) "Consumer Behaviour is a study of the decision process by which people buy and consume products". What are the **FOUR (4)** major influences on consumer behaviour? (4 marks)

(Total: 16 marks)

QUESTION 5

(a) Differentiate between "distribution channel" and "direct channel". (3 marks)

(b) Briefly explain the **THREE (3)** distribution strategies. (6 marks)

(c) Define the term, "pull strategy". (2 marks)

(d) List the **FIVE (5)** stages in the Buyer Decision Process. (5 marks)

(Total: 16 marks)

Continued ...

QUESTION 6

(a) Differentiate between "On-the-Job Training" and "Off-the-Job Training". (3 marks)

(b) Explain the **TWO (2)** types of recruiting. (4 marks)

(c) Illustrate the Human Resources Planning Process diagram. (5 marks)

(d) Identify any **THREE (3)** techniques that can be used in selecting human resources. (3 marks)

(Total: 15 marks)

End of Paper